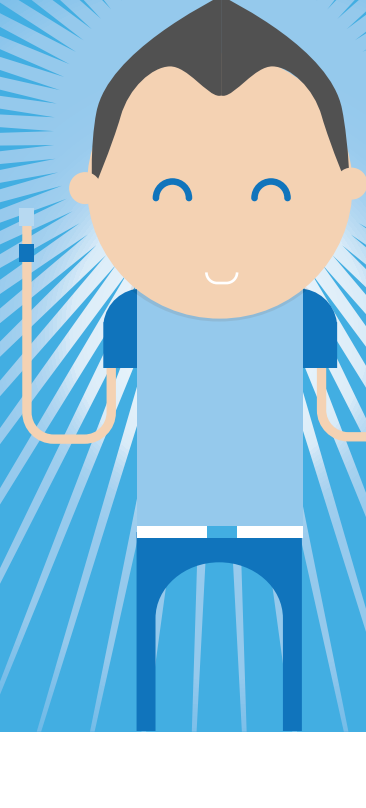


BENEFITS OF *Content Marketing*



> INCREASES TRAFFIC TO A WEBSITE

Google places more weight on brands!



Matt Cutts, head of Google's Webspam Team, reports search engine rankings **place more weight on brands** because they generally contain high quality content.

Competition is low for high quality content



Only **6% of Google search results** contain in-depth articles. ⁽¹²⁾

Consumers love informative content!



Nielsen research found that **67% of consumers** were more likely to buy a new product if they found it through an online search. ⁽¹³⁾



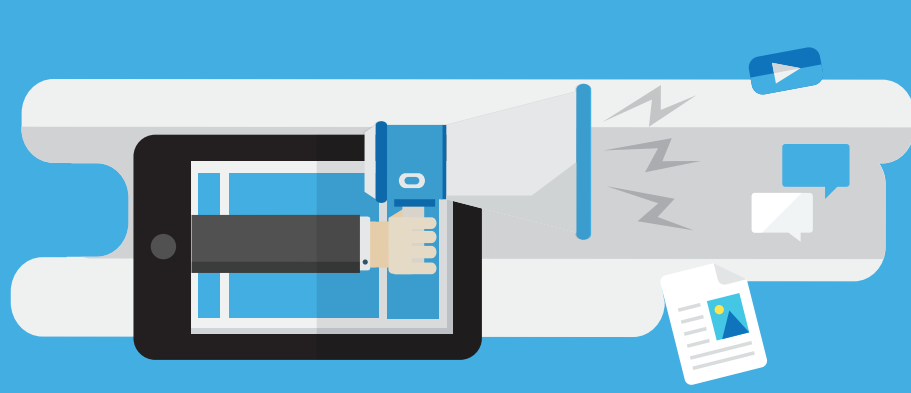
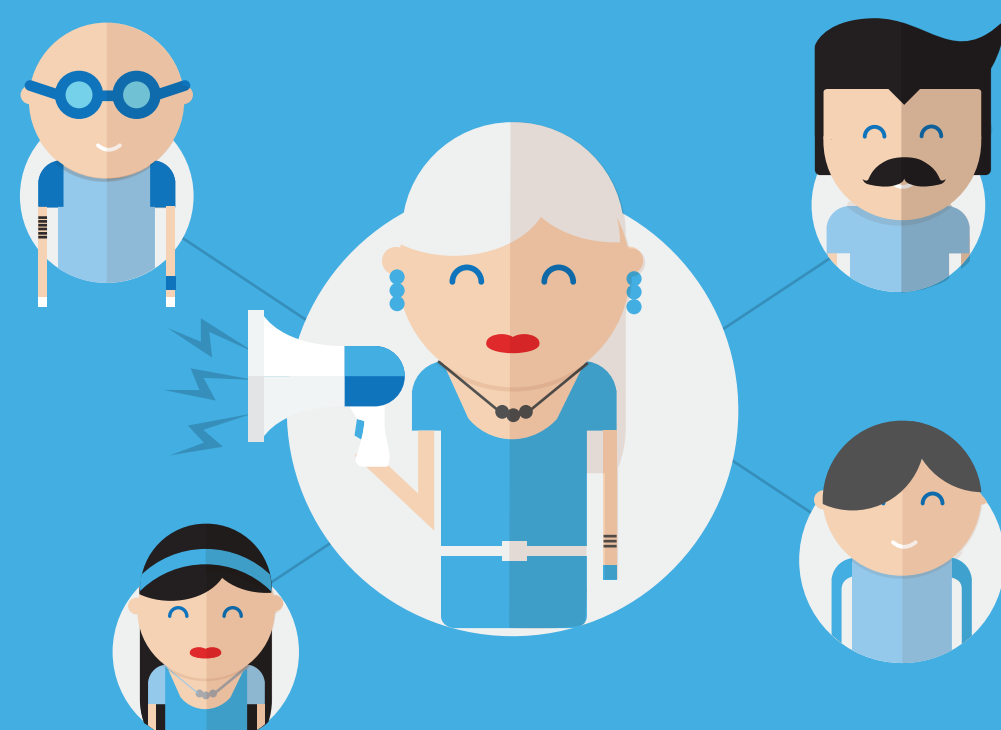
Blogs give websites **434% more indexed pages** and **97% more indexed links.** ⁽⁵⁾

97%

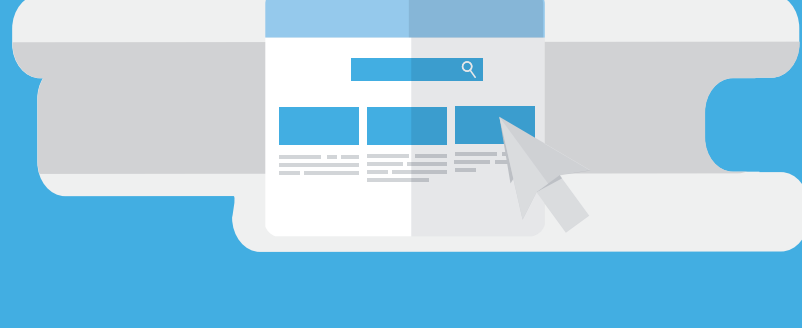
434%

> IMPROVES BRAND AWARENESS

The more consumers know about a business, **the more aware** people will be about its brand.

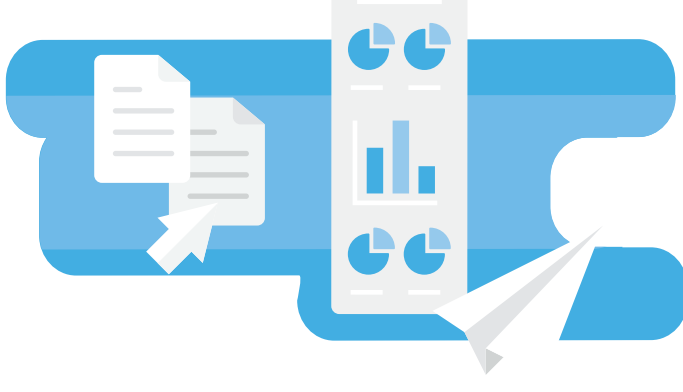


93% of B2B organizations **rely on content marketing** for brand building and demand generation. ⁽⁸⁾



50% of consumers are more likely to **click on a search result** if the brand appears multiple times on the search engine results pages. ⁽⁹⁾

> BOOSTS LEAD GENERATION

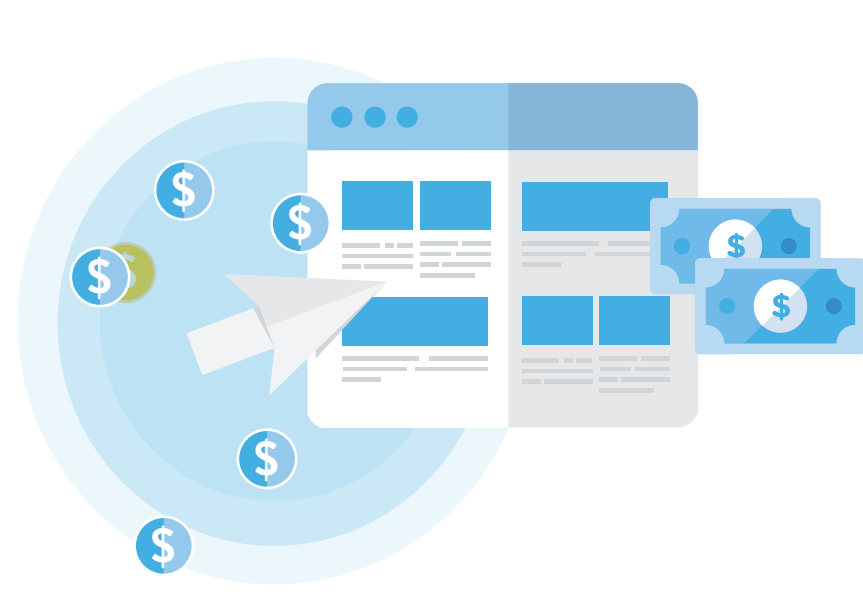


LEAD GENERATION WITH CONTENT MARKETING IS MORE EFFECTIVE AND COSTS LESS MONEY.

>> Content marketing brings **3X more leads** than traditional marketing. ⁽²⁾



> The average cost per lead is **much lower than PPC** (\$32.25 per lead with content marketing versus \$111.11 for a paid search campaign). ⁽³⁾



> INCREASES ONLINE REVENUE



With increased traffic to a website, improved brand awareness, and more leads, people who market content consistently **see positive ROI** and an increase in online revenue.

> Marketers who prioritize blogging are **13X more likely** to enjoy positive ROI. ⁽¹³⁾



31%



of people find blogs to be influential when making purchases ⁽⁷⁾

78%



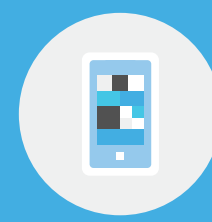
of consumers say that the posts made by companies on social media influence their purchases. ⁽¹⁴⁾

91%



of people have gone into a store because of an online experience. ⁽¹⁰⁾

62%



of consumers end up making a purchase in-store after researching it online. ⁽¹⁰⁾

> CONTENT MARKETING TIPS

Content Writers Recommends:



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